Ads give BK awareness boost

(Continued from Page 3)

wide were polled from Oct. 1 through Oct. 21.

In addition to its jump in category awareness, Burger King climbed from unranked to No. 3 in "top of mind" awareness of all advertising regardless of category, behind Coca-Cola and Miller beer. That marked Burger King's first appearance in the over-all top 10. McDonald's dropped to No. 6 from No. 3 in September.

Burger King launched its comparative campaign—claiming that its Whopper beat McDonald's Big Mac and Wendy's International's single hamburger in taste tests and that its regular hamburger is 20% larger than McDonald's—on Sept. 26. Burger King, a unit of Pillsbury Co., said before the campaign broke that it would back the effort with the greatest media weight it has ever given a campaign (AA, Sept. 20), upping spending for the fourth quarter by 25% from the year-ago quarter.

However, the J. Walter Thompson USA-created campaign drew lawsuits from Wendy's and McDonald's, leading to an out-of-court settlement in which Burger King agreed to phase out the campaign (AA, Nov. 1).

While many observers believed the Burger King campaign would increase awareness of advertising for the entire category, adWatch found only a slight decrease in the number of people who responded "Don't know" when asked to name a fast-food ad. In October, 17% said they couldn't name an ad, vs. 19% in September. The 2 point difference falls short of the 2.8 point change required for statistical significance. Although Wendy's also was a named target of the Burger king ads, awareness of Wendy's advertising wasn't appreciably affected. It was mentioned by 5% of the respondents in October, and by 4.4% in September.

The Burger King and McDonald's changes were the most dramatic October results, but there also was significant movement in awareness in other categories:

Airlines: United fell 3.2 points to 12.1%, dropping it to No. 2 in the category from No. 1 in September. Eastern rose to No. 1 with 14.2% of the responses vs. 12.4% the previous month. American posted a significant 3.3 point rise, but remained No. 3 with 9.8%.

Beer: Miller, which ushered in its new "Welcome to Miller Time" campaign, scored a 3.2 point rise in awareness, solidifying its hold on No. 1 with a 19.2% score. The scores include mentions of regular Miller beer as well as the company's Lite brand. Budweiser, which appeared to ease back on its Budweiser Light advertising, was again No. 2 with 13.6% (again, mentions of Bud and Bud Light are combined), down from 14.8% in September, and Coors remained No. 3 with 6.2%, down from 7.6%.

Cameras: Polaroid, with a new series of spots featuring James Garner and Mariette Hartley, reversed a steady five-month slide that saw its awareness score plunge to 5.4% in September from 16% in April. In October, Polaroid's awareness rose 3.3 points to 8.7%. Polaroid remained No. 3 in the category, behind Kodak and Canon. Kodak's awareness fell 3.8 points to 24.7%, however. Canon's held steady at 13.3%, vs. 13.4% in September.

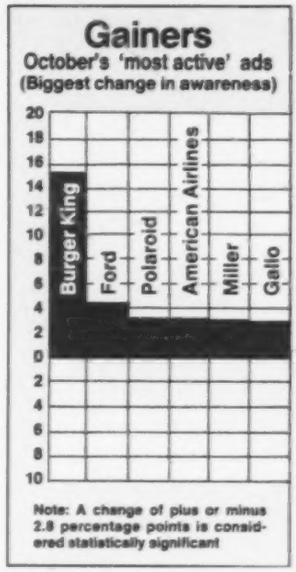
Cars & trucks: Ford posted a 4.2 point rise to 18.2% to widen its lead over the No. 2 advertiser, which in October was Chevrolet with 11.9%, up from 11%. Toyota's score fell a significant 4.9 points to 6.2%, dropping Toyota to No. 3 from No. 2.

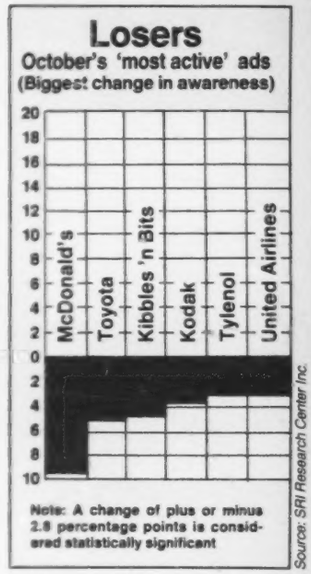
Wine & liquor: Gallo, which broke a new series of commercials by Ogilvy & Mather, San Francisco, during the World Series, achieved a significant 3.1 point rise to 6.2%, enabling it to take away the No. 1 spot from Riunite, even though Riunite's score also rose, to 5% from 4.2%. Paul Masson was third with 2.3%, down from 3%.

Medicine & drugs: Tylenol, which stopped its Extra-Strength Tylenol advertising after cyanide-laced capsules of the product were blamed for seven deaths in Chicago in late September, dropped 3.2 points in awareness but still led the category with 16.6% of responses. Anacin and Bayer remained Nos. 2 and 3, respectively, with no significant changes in their scores.

Reflecting, perhaps, the widespread publicity over the Tylenol deaths, Tylenol ranked No. 5 in top-of-mind awareness of all advertising, making the top 10 for the first time. (It's likely that some respondents had news stories in mind rather than product advertising when responding, although SRI interviewers stressed that they were interested only in ads. It's also likely that some of Burger King's October mentions were triggered by news coverage of the fast-food advertising controversy as much as by specific ads.)

The top ten in over-all top-of-mind awareness were: No. 1, Coca-Cola; No. 2, Miller; No. 3, Burger King; No. 4, Pepsi-Cola (the first time it didn't finish second to Coke); No. 5, Tylenol; No. 6, McDonald's; No. 7, Budweiser; No. 8, Ford; No. 9, Marlboro, and, tied for No. 10, Bell Telephone and Chevrolet. Marlboro, like Tylenol and Burger King, was new to the top 10 in October.#





VHD system victim of shakeout. . .

By MORRIE GELMAN

The shakeout in the new video technology field has claimed another victim. The highly touted VHD, or video high density, videodisc system is now, at best, in a hold pattern or, at worst, a footnote to the history of communications in the 1980s.

The four international partners in the two-year attempt to launch the VHD videodisc system in the U.S., after thrice postponing the market introduction, decided last week that "the uncertain economic and market environment" suggests that hesitation is the better part of valor. They're dismantling the VHD Programs distribution and production company in Hollywood and the VHD Disc Mfg. Co. facility in Irvine, Cal., laying off some 120 workers in the process.

Formed by General Electric Co., Matsushita Electric Industrial Co. of Japan, Victor Company of Japan and Thorn EMI of the U.K., the venture was to get the VHD system started in the U.S. first in late 1981, then by the end of the first quarter of this year or the second quarter.

A year ago last August, Gary Dartnall, president of VHD Programs, explaining that because of the complexity of creating compatability between different tv systems in different countries, introduction of VHD was rescheduled to a Japanese introduction in April, 1982, closely followed by U.S. introduction in June, 1982, and late June or July in Western Europe.

■ At the winter Consumer Electronics Show in Las Vegas, a marketing spokesman for JVC said the VHD player would not be introduced until the summer of 1983. Poor economic conditions and disappointing sales results for the two competing laser optical disc and capacitance electronic disc systems were given as the reasons for that further delay.

None of the VHD introduction target dates were kept.

The VHD disc player was to sell for about $500. It appears that the VHD partners believed that positioning their player at a lower price would undermine potential returns on their investment to the point where going to market no longer seemed economically feasible.#

. . .but discs called pirate foil

NEW YORK—To those program owners and film producers concerned about the program pirating problem, an RCA Corp. executive has suggested that videodiscs might be virtually pirate-proof, rather than the easily copied videocassettes.

"You can duplicate audio and videotapes in your attic or garage," said Thomas Kuhn, RCA's staff vp for videodiscs, "but you cannot make a videodisc without first making a very substantial investment in plant, equipment and technology."

Addressing programing and film executives at an International Tape/Disc Assn. seminar here, Mr. Kuhn suggested that to discourage piracy, currently draining nearly $1 billion a year in revenues from legitimate owners of programing, program owners and producers consider going the disc route.

"If you program owners are serious about fighting piracy," he told the ITA audience, "then earmark one new title for release on disc only. Then any cassettes that appear on the market would obviously be illegal." Tracing and policing thus would become "much easier and prosecution much faster," Mr. Kuhn said.#

Marcus to steer Herald Center

NEW YORK—Stanley Marcus, former chairman of Texas-based Neiman-Marcus, has a new assignment: As retail director, he'll help put together Herald Center, Manhattan's first seven-acre, 200-store, multilevel, theme retail center.

Slated to open in 1984, the center will cost an estimated $50 million and will be located in the now-empty Korvette Herald Square store, hard by two other renowned retailers, Macy's and Gimbels.

Developer New York Land Co. is owned by Victor Bernstein and is involved in other Manhattan restoration projects.

The new retail shopping center, 11 stories high, has been designed as a microcosm of New York, offering shoppers versions of such neighborhoods as Greenwich Village, Wall Street, Fifth Avenue, Broadway, Madison Avenue, Central Park, Radio City and the United Nations.#

Jovan eyes higher price tier

CHICAGO—Jovan's latest dual men-and-women fragrances-launch, Gambler and Lady (AA, Nov. 15), will give the marketer a higher pricing tier in department, drug and specialty stores.

Both the names and the ad themes come from songs made popular by singer Kenny Rogers.

Scheduled for early spring introductions, Gambler for men will include cologne, aftershave and ancillary products, priced from $5 to $14, while the Lady line will offer dusting powder, various colognes and perfumes from $6.50 to $35.

Lady will be backed by a campaign concentrated in tv and radio, centering around a variation of the song "Lady," written by Lionel Richie and recorded by Kenny Rogers. Not surprisingly, the theme is taken from the lyrics: "You're the love of my life; you're my Lady."

Gambler—"for the man who leaves nothing to chance"—will also use the popular song in its largely tv and radio campaign.

J. Walter Thompson USA here is the agency.#

Saatchi moves into Hong Kong

NEW YORK—Saatchi & Saatchi Compton has extended its operations to Hong Kong with its purchase of a majority share in Chase Compton Advertising Ltd. there.

Compton first acquired a minority interest in Chase 15 years ago. The Hong Kong agency now bills about $3 million and ranks 15th within the Crown Colony.

At the same time, Raymond Chao, the Chase founder, becomes chairman, and Peter Davies, formerly management supervisor, board member and member of the executive committee of Young & Rubicam, London, joins the Hong Kong agency as managing director-chief executive officer.

During the past month, Saatchi & Saatchi Compton reports, it has gained about $32.5 million in new business through its worldwide agency network.

Separately, Saatchi & Saatchi Compton signed an operational agreement with SGB agency in Rio de Janeiro.

SGB was until recently linked with Grey Advertising.#

Index to Advertisers

Abacrome	54	MetroSports	22
Actmedia	67	Midwest Decalcomania Co.	32
Advertising Age	40,44,45,53S, 53MW,53W,64/65	Modern Healthcare	50
		Multimedia Program Productions, Inc.	37
Amalgamated Publishers, Inc.	M20	Frederick Munzer	40
American Bar Association Journal	24	National Underwriter Magazine	71
American Consulting Corporation, Inc.	M27	Nation's Business/Washington Report	35
Asian Wall Street Journal	14	Steven Nevard	12
Barron's	8	Oakland Tribune	24
Beemak Plastics	37,50	Pensions & Investment Age	M31
Black Enterprise Magazine	M15	People	11
Burrell Advertising Inc.	58	Petersen Publishing Company	17
Cable Health Network	43	Playboy	7
Cadwell Davis Savage	12	Polyline Corp.	56
Chemical Bank	52E	Portland Oregonian	M7
Crain Books	51	Psychology Today	M6
Crain's Chicago Business	55	Reader's Digest	74
Columbus Dispatch & Citizen Journal	54	Redbook	29
Conde Nast Magazine Group	10,25	The Register/Orange County MetroGroup	4
Connoisseur Magazine	38/39	Reporter Publishing Company	M18
Country Living	23	SAMI Scanner Services	M16
Criterion	M14	Science 82	21
Dawn Magazine	M12	Seventeen	13
Dealerscope	28	Shell Alpert & Associates	28
DeSoto Graphics	48	N.G. Slater Corp.	43
Dilley Manufacturing Co.	58	Smithsonian Magazine	36
E.P.C. International Inc.	52E	Southwest Airlines Magazine	53E
Essence Magazine	M19	Sports Illustrated	M46/M47
Facemakers	22	Strathmore Paper	66
Fortune	9	Syndicast Services	M8
Games Magazine	M29	T.V. Guide	5
Game-Show Placement, Ltd.	66	Tech/Knowledge	M17
Golf Digest	30/31	Teen Magazine	6
Graphic Calculator Company	71	Time	26/27
Hammermill Paper Company	61/62	Tri-Ad. Consultants, Ltd.	M14
Harvard Business Review	66	The T-Shirtery, Inc.	58
Hearst ABC	15	Twentieth Century Fox Leasing Corporation	48/49
High Technology/Technology Illustrated	33	U.S.A. 800	44
Hoffman-La Roche, Inc.	22	USA Network	M25
Houston Chronicle	56/57	Vanity Fair	M2
Impact Exhibits Inc.	53E	Ventura Associates, Inc.	44
Irving Zaoff/Front Line Management	73	Wall Street Journal	18/19
Johnson Publishing	M13	Webcraft Converting Printers	49
Will Jordan	10	Williams Industries	58
A & R Kalimian Realty	57	Woman's Day	M22/M23
Lake Region Lithographing Co., Inc.	14		
MTV Music Television	M32		

Staff photo by Mary Hershey

Reflective

The nation's retailers hope Christmas window-shoppers will soon be coming inside to buy.

Retailers say Santa late again

An Advertising Age roundup

The weekend after Thanksgiving buoyed some retailers around the U.S., but by the following Friday many stores found sales had once again dropped off, leaving one exec to observe, "Business will be very tedious until the last week before Christmas, and then it'll come on like a bull."

Some stores that relied heavily on promotions through November to stimulate sales say they will avoid them as December progresses. Not to sell at regular prices this month "would be harmful," said Gordon Cooke, senior vp-sales promotion of Bloomingdale's, New York.

Mr. Cooke said his store has scored recent gains of 10% to 15% but he cautioned, "The customer is still extremely volatile." Catalog sales, he added, "have not been up to expectations. We've still had increases but they're not the 50% to 75% gains we've seen over the last three years." One area that Bloomingdale's has aggressively promoted is home electronics, including Sony and JVC. "Sales are up 10 to 20 times last year's," Mr. Cooke said. But the store has taken anywhere from 20% to 65% off the list price. Many manufacturers have also been offering rebates on home electronics.

Another New York retail exec noted that although business was "very good the three days after Thanksgiving, it dropped off right after that and is now 5% to 8% off. For the month of November, New York stores had an average 5.3% increase against last year, with a mean inflation rate of 4%. But November was the best month the stores have had in three or four

(Continued on Page 74)

Advertising Age

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Mouthwash market leader moves to protect its flank

W-L fights fluoride entries

By PAT SLOAN

Mouthwashes, like the bad breath they claim to fight, are stale. But a little fluoride may change that.

The $325 million-to-$350 million market, beset by declining unit sales, flat dollar volume maintained only through price increases, criticism from the Food & Drug Administration and competition from traditionally noncompetitive categories, is getting some needed resuscitation.

Warner-Lambert, the leading marketer in the category, is reacting to the current heavy introduction of ACT fluoride rinse by Johnson & Johnson by test marketing Listermint with fluoride.

W-L, which holds a 30% market share for its flagship brand, Listerine, and an 11% share for regular Listermint, officially calls its new item an extension. But sources indicate the new entry could become much more than that if the test proves out. "We don't know what will happen in test, but look north of the border and that will tell you what we have in mind," said one source, referring to Canada where the only Listermint in stores is that with fluoride in it.

The product is not being seen as another new flavor or new-color-tinted extension because W-L already has been forced to drop such a product, its cinnamon-flavored Listermint, from retail shelves, say retailers, who cite poor sales and tight competition for shelf space as the reasons.

Listermint with fluoride, being handled by William Esty Co., clearly can be read as a move to protect its flank from the possible inroads of the still nascent fluoride rinse market. While Colgate-Palmolive's older Fluorigard has achieved no better than a 3% share, competitors believe that J&J's new ACT anticavity fluoride rinse now being launched nationally (AA,

(Continued on Page 76)

FTC, ad industry losers in AMA win

By RICHARD L. GORDON

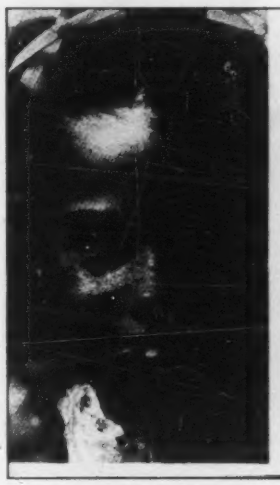
WASHINGTON—Ad industry lobbyists are fearful that a stunning American Medical Assn. victory over the Federal Trade Commission last week has killed their own legislative program in Congress this year.

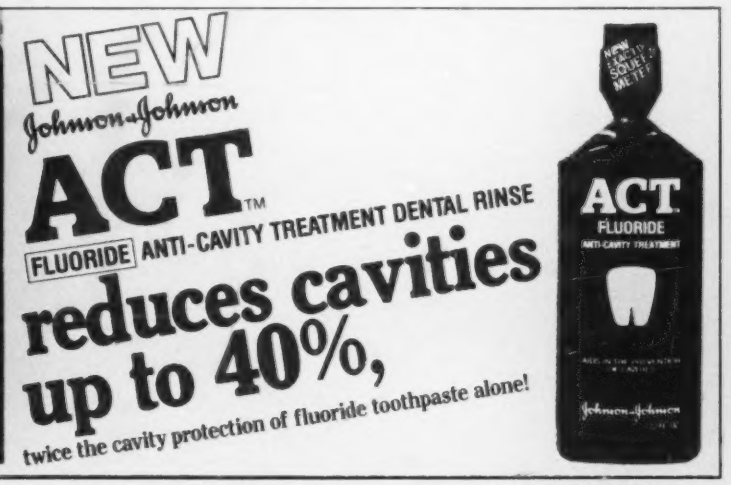
Rejecting White House support for the FTC and rebuffing extensive personal lobbying of Republican FTC chairman James C. Miller III, the House of Representatives approved an AMA-backed proposal that removes the multi-billion-dollar market for medical and other professional services from the reach of FTC's antitrust and consumer protection laws.

In the key vote, the AMA's House backers narrowly defeated a compromise that would have maintained FTC's jurisdiction over professionals. Observers now expect the Senate will not act on the bill this session.

At the same time, the House cut FTC spending ceilings in the bill reported by its energy and commerce committee to the lower levels recommended by President Reagan. FTC officials fear this may force the com-

(Continued on Page 70)





J&J's current introductory ad push (from Young & Rubicam) for ACT has mouthwashes seeking protection.

Behind GF's daytime tv cuts

By CRAIG REISS

General Foods' decision to cut back its network daytime advertising during the first quarter of 1983 indicates that GF president Philip Smith is holding to a reported promise that brands showing little promise of spectacular results would no longer be backed by seemingly limitless amounts of ad dollars.

It also indicates that the nation's No. 3 advertiser will be accelerating its already active support of alternative media, as are other major tv advertisers disenchanted with network prices.

The action follows closely on the heels of a top-level meeting between Procter & Gamble, the top advertiser in the U.S., and the three networks, in which P&G

(Continued on Page 76)

DAVID BRAUN: "We're. . .more discriminating in recognizing advertising opportunities, and in recognizing what doesn't represent an opportunity."

last minute news

Shearson/AmEx reviews $10 million account

NEW YORK—Shearson/American Express has invited agencies to make pitches for its estimated $10 million account. Incumbent Grey Advertising was asked to participate; other shops in the review weren't disclosed.

Murdoch wins over unions, getting Boston paper

BOSTON—Rupert Murdoch successfully negotiated agreements with unions at the *Boston Herald-American* late Friday, clearing the way for his purchase of the money-losing Hearst tabloid. Hearst had extended the deadline on negotiations to give Mr. Murdoch a chance to reach agreement with one holdout union, the mailers.

Burger King readies new jab at Big Mac

MIAMI—Burger King will break a Christmas commercial on network tv Dec. 13 that contains the characters from its controversial comparative

(Continued on Page 8)

Heat turned up in granola bar market

By JANET NEIMAN

Having been beaten to the punch by Quaker Oats Co. in the "chewy" granola bar segment, General Mills —which virtually created the more than $200 million granola bar business—apparently is trying to head off additional losses by moving into the Midwest with Nature Valley Chewy granola bar.

That region just happens to be the latest ground for Quaker's roll-out of its bar, which uses the name Chewy and which now will share that tag with General Mills.

The pending midwestern marketing battle could be the beginning of a new era for the category, which is rapidly shifting toward soft and chewy products that consumers favor over the hard, crunchy granola snacks. Industry analysts say the granola bar category is one of the few dry grocery categories still showing strong growth.

These two marketers are attracting competition from all sides, too. Carnation, Hershey, Keebler, M&M/Mars—all have products (or their eyes on products) that spell a greatly expanding market. Even Frito-Lay, with its original GrandMa's granola cookie line, can be considered competition.

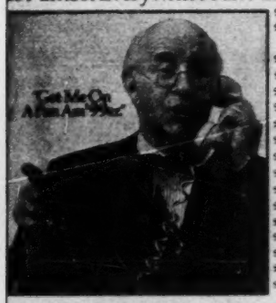
■ Both General Mills and Quaker are prepared to fight it out with extremely heavy advertising and promotion programs for their respective Chewy bars. Quaker will back Chewy with a $20 million national advertising and promotion effort from AdCom, the company-owned agency; Nature Valley Chewy will be backed by a $17 million advertising and promotion effort from Campbell-Mithun that includes tv, direct-mail couponing drive, magazine and newspaper ads, beginning in February.

Quaker Chewy, still officially marketed only in eastern and western regions, is set for introduction in Quaker's central region (the upper Midwest) in January, but already is showing up in some cities. The product was originally introduced in the East and West (AA, June 1, '81), but was pulled from the East and put on allocation in the West later in the year because supply couldn't keep up with demand (AA, Nov. 30, '81). Certain original midwestern test markets, including St. Louis, retained Chewy on a nonallocative basis. Chewy re-entered the east-

(Continued on Page 74)

Introducing The Pan Am $99er.

It's One Low Fare With No Restrictions. To Almost Everywhere Pan Am Flies In The USA.



$99 Miami
$99 Ft. Lauderdale/ Hollywood
$99 Fort Myers
$99 Orlando
$99 Sarasota/Bradenton
$99 Tampa/St. Pete
$99 West Palm Beach
$99 New Orleans
$99 Dallas/Ft. Worth
$99 Houston
$99 Tulsa
$99 Oklahoma City
$99 Los Angeles
$99 San Francisco
$99 Chicago
$99 Detroit
$99 Cleveland

Pan Am. You Can't Beat The Experience.

Low prices include new N.Y.-Florida route

Pan Am holds upper hand in latest fare-cut warfare

By ROBERT RAISSMAN

Pan American World Airways has pushed the airline industry into a fare war on various domestic routes and is in a position to dictate how deep the cuts will be and how long the battle for bodies will continue.

Industry sources speculated that the cuts will be deeper despite the fact that most of the major airlines raised fares 5% on most domestic routes late last week.

Pan Am's move to a $99 fare between New York and 17 cities, including seven Florida cities and on transcontinental flights, between Dec. 1 and Dec. 15 and Jan. 10 and Feb. 6, was matched by most major carriers, including Eastern, American (which does not have New York to Florida service), TWA and United.

Phone and fly

Pan Am said bookings for its flights topped 59,000 the day after its $99 fare was announced, breaking a one-day record for the airline.

Pan Am is in the process of increasing its capacity between New York and Florida, adding wide-body DC-10s and 747s. If those seats are not being filled after Feb. 6, sources said, the cuts are likely to continue.

■ "It's difficult to say how long the discounting will go on or how low it will go," said David Venz, a TWA spokesman. "We've quit predicting what might happen next week because more often than not it's just in response to some ridiculous fare another airline has set."

In fact, Pan Am already is offering fares lower than $99. In a joint promotion with American Express, the carrier is offering a 25% discount to 1.5 million American Express cardholders as part of Pan Am's WorldPass program. This would knock the fare down to $74.25. PeopleExpress already offers 17 nonstop flights to four Florida cities with its bottom, off-peak price set at $49 and top at $99.

"We have the lowest costs in the industry," said Steve Schlacter, advertising manager at PeopleExpress. "We can take it [fares] down to the nub and nobody else can."

James Burkart, an analyst at Charlotte, N.C.-based Interstate Securities, said Pan Am probably was looking at extremely low bookings during the periods the cuts were instituted. "It's a volume calculation on their part," Mr. Burkart said. "Pan Am seems to always be testing various strategies."

Continental Airlines moves account to Scali, McCabe, Sloves. . .Page 74.

William H. Dowse, senior vp advertising at Eastern Air Lines, said he believed the majority of Pan Am's increased capacity wouldn't be in place until the middle of December. "They are looking for a little bit of booking momentum before that time," he said.

One airline exec, who declined to be identified, was more blunt. "From all we hear, they are having a tremendous cash flow problem. This is a short-term move designed to raise cash. They're losing me-

(Continued on Page 72)

highlights

Monday, December 6, 1982

The "old guard" staffers of the FTC have made a last-ditch effort to salvage their industrywide food ad rule. *See Page 6.*

BBDO International splits its stock and raises its dividend despite a slow fourth quarter. *See Page 6.*

William Bernbach's youngest son, Paul, has been named executor of the estate, making him DDB's largest shareholder. *See Page 10.*

Nikon is launching its biggest-ever holiday campaign, which will introduce its new FG 35mm SLR camera. *See Page 12.*

Blair Radio has fired the latest volley in the long-standing radio station battle against Arbitron Ratings' high prices. *See Page 12.*

Many advertisers now experimenting with new technology are awaiting user research before deciding whether to commit to videotex. *See Page 24.*

Teledyne Water Pik is hoping to capture a new audience for its Super Saver shower head, by turning its focus to print ads and away from tv. *See Page 28.*

Recreational vehicle marketers are saying they have ridden out their slump in sales and are expecting better things in 1983. *See Page 33.*

The giant Brazilian consumer products marketer Interbras is hoping to make its medium-price line of men's and women's shoes popular in the U.S. *See Page 56.*

Two Boston agencies are heading in opposite directions: Humphrey Browning MacDougall is taking an aggressive approach to strengthening its new New York presence, while Hill, Holliday Connors, Cosmopulos is out to make conquests abroad. *See Page 64.*

Textile marketer (and takeover target) Dan River Inc. has abandoned the long-tunnel visual effect that marked its ads and is zeroing in on promoting its fashion fabrics. *See Page 66.*

Actor Robert Young is starring in new tv spots for American Home Products' Arthritis Pain Formula. *See Page 70.*

HBO, CBS and Columbia Pictures form a new film production studio to augment the tv programing supply. *See Page 71.*

A Swiss judge will hear charges by Philip Morris Inc. that low-tar and nicotine claims made for British American Tobacco's Barclay cigaret are false. *See Page 71.*

Networks and advertisers unequivocally rejected the possibility of doubling the remaining NFL season by scheduling more than one game a week. *See Page 73.*

CORPORATE CLOSEUP

Despite a series of print and nonprint property acquisitions by The New Yorker Magazine Inc., its president George J. Green insists the company "won't become a conglomerate," or forget which magazine fuels the company. *See Page 4.*

VIDEOTECH

Guest columnist Irving B. Kahn says that the lack of ideas for advertising on cable tv are slowing industry growth. Too many people, he believes, forget the word "cable" and emphasize "tv." *See Page 41.*

MAGAZINE

Latest Sounding Board survey, which focuses on transnational ownership of agencies and the impact of rapid "offshore" growth of American advertising, suggests that marketing and ad expertise is one of our most successful exports. *See Page M-4.*

Newspapers: New strategies are helping newspapers to define more clearly their special niche in the media world and sharpen their programs to market themselves to readers and advertisers. *See Page M-9.*

Aside from croissants, Dom Perignon and Camembert, the French may have more to send to the U.S., says adman Ray Stollerman, who spent several years working in the country and suggests that we can learn something from the way the French conduct their business. *See Page M-48.*

REGULAR FEATURES

ADVERTISING MARKETPLACE	61	PHOTO REVIEW	36
CON-SID-ERATIONS	16	PRESSTIME	8
CORRECTIONS & CLARIFICATIONS	6	REGIONAL NEWS	54
EDITORIAL VIEWPOINT	16	SIDEBARS	48
FOR THE RECORD	69	SPORTS MARKETING	52
GETTING PERSONAL	20	VIDEOTECH UPDATE	41
MEDIA PEOPLE	58	VOICE OF THE ADVERTISER	60
NEW PRODUCTS	14	WORLD NEWS ROUNDUP	3
OBITUARIES	28		

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New president

CBS taps Malara, Isacsson

By CRAIG REISS

NEW YORK—CBS-TV has tapped Anthony Malara to be network president and moved network sales chief Paul Isacsson to a new CBS Broadcast Group unit—Cable/CBG Enterprises—as its head.

Mr. Malara, 46, becomes the first president of the network since 1981, when his boss, James Rosenfield, relinquished the title in becoming broadcast group exec vp in charge of the CBS-TV network, CBS Entertainment and CBS Sports. For the past year, Mr. Malara had been the tv network's vp-general manager, a post that is now abolished.

Mr. Malara's appointment, while not totally unexpected, marks a change in recent routes to the presidency at the tv networks. Unlike Mr. Rosenfield and ABC's network president James Duffy, Mr. Malara does not come out of the sales end of the business. He joined CBS-TV four years ago from his native Watertown, N.Y., where during a 21-year career at WWNY-TV, a CBS affiliate, he rose to manager of

(Continued on Page 72)